

**Claims**

1. Large-surface advertising device for posters, having a housing, in which supply rollers (winding shafts) to accommodate rollable posters in web form are disposed, particularly poster change devices for alternating advertising, whereby the housing is provided with a transparent viewing pane, and light sources are disposed behind or in front of the poster,

characterized in that

at least one upper and lower deflection device (3) and (4) is disposed on the housing mount and base frame (6), at the top and bottom, in each instance, in the region of the winding shafts (1) and (2), mounted in front.

2. Method for controlling the poster change by means of controlling the winding shafts (1) and (2),

characterized in that

the speeds of rotation of the upper and lower winding shaft (1) and (2) are controlled, as a function of their current diameter during the winding process, in such a manner:

that a freely hanging constant poster loop forms during the poster change, independent of the winding direction,

and after the target position of the poster has been reached, the loop is wound up by means of defined rewinding of one of the upper or lower winding shaft (1) or (2), and the poster is tensed/stretched tight.

3. Large-surface advertising device for posters according to claim 1,

characterized in that

the upper deflection device (3) and/or the lower deflection device (4) consists of a shaft that is mounted in at least two locations.

4. Large-surface advertising device for posters according to claim 1 and 3,

characterized in that

the looping angle of the poster web at the upper and lower deflection device (3) and (4) is less than  $270^\circ$ .

5. Large-surface advertising device for posters according to claim 1,

characterized in that

the upper and lower deflection device (3) or (4) are supported once or multiple times on the housing mount and base frame (6), by means of supports (5).

6. Large-surface advertising device for posters according to claim 1,  
characterized in that  
the upper and lower winding shaft (1) and (2) are disposed to be replaceable.

7. Large-surface advertising device for posters according to claim 6,  
characterized in that  
the upper and/or lower winding shaft (1) and/or (2) are disposed multiple times in a changing magazine.

8. Large-surface advertising device for posters according to claim 1, 3 or 5,  
characterized in that  
counter-elements that act at a slant are disposed on the upper and/or lower deflection device (3) and/or (4).

9. Large-surface advertising device for posters according to claim 1, 3 to 9, characterized in that all the individual parts for poster holding and poster change are disposed in duplicate.